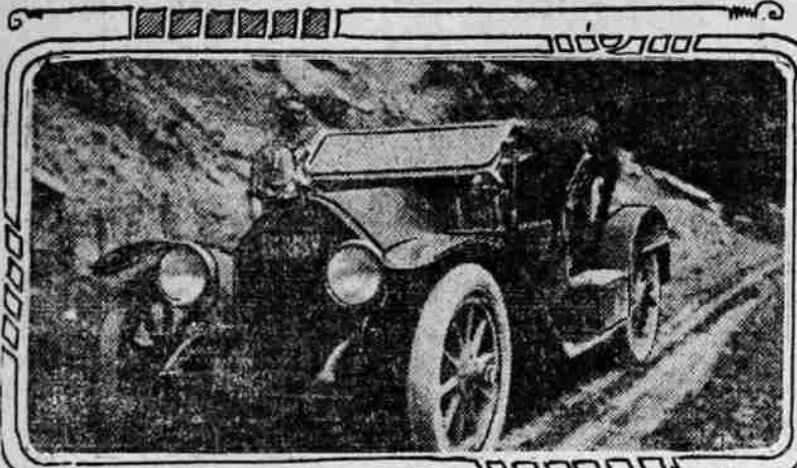


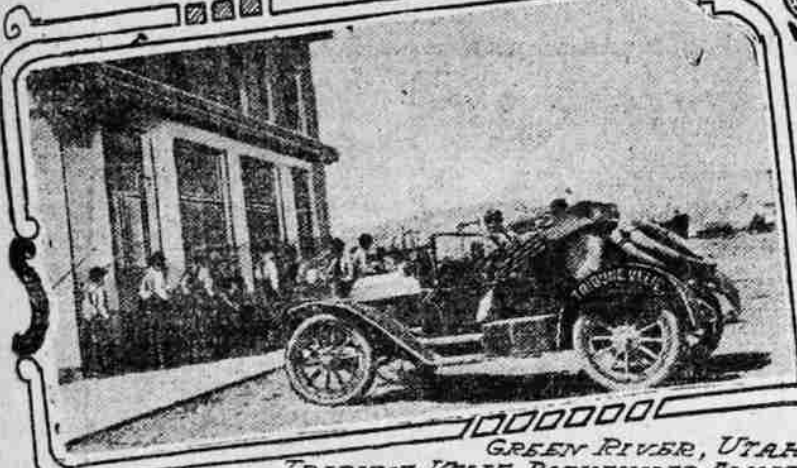
OUT WITH THE PATHFINDER



PRICE CANYON.—TRIBUNE-VELIE PATHFINDER HUGGING THE BANK TO KEEP ON ROAD. AT THIS PHOTO WAS TAKEN IT WAS RAINING AND ROADS WERE SLIPPERY.



MAKING ROADS.—TRIBUNE-VELIE PATHFINDER REMOVING A HIGH CENTER NEAR GREEN RIVER, UTAH.



GREEN RIVER, UTAH. TRIBUNE-VELIE PATHFINDER AWAITING THE ARRIVAL OF INDIANA TOURISTS.



TRIBUNE-VELIE PATHFINDER AND TWO LEADING TOURISTS STOPPING AT TRISTLE, ON WAY DOWN SPANISH FORK CANYON.

SAYS RELIABILITY IS A GREAT ASSET

Frank Botterill Is Enthusiastic Over Prospects for Automobile Show.

One of the most enthusiastic of the exhibitors at the 1914 Salt Lake automobile show is Frank Botterill of the Tom Botterill Automobile company. He asserts that confidence in the dealer and the manufacturer of the cars which the dealer handles is of more importance in the sale of automobiles than any mechanical or other feature.

Mr. Botterill makes the following statement: "No matter how well made a motor car may be, unless the manufacturer is well known for his reliability and the prospective purchaser has confidence in the dealer who is selling the car, it will never be sold in popular numbers. I find the main asset in selling cars is the Botterill reputation for honesty and reliability, and the fact that nearly everyone knows that we are willing and do spend more money in looking after our customers than almost any automobile establishment in the west. The fact is generally well known that our investment in the automobile business is greater than any other dealer in this territory; that we have been here for years in the same business handling practically the same line of cars, and that we have established a service that has earned the slogan, 'Botterill Service.'"

Our interests are all in the automobile business, and outside of the confidence that automobile owners have in Pierce-Arrow and Hudson cars, it is our reputation that has made these two cars so popular in their price and class in the west. Frankly, we like the idea of an automobile show, as we have such confidence in the cars we are selling that we like the prospective purchaser to have the opportunity to compare the Pierce-Arrow and Hudson cars side by side with their competitors. The only part of this automobile show that is disappointing to us is that we cannot show to everyone 'Botterill Service.' Very few people realize that we have thirty employees in

our establishment, and every facility for giving service to motor car owners. We will keep open house all over our establishment this coming week, and we shall be very glad indeed to show anyone our facilities for giving service. Among the features of the display of Hudsons will be found a cabriolet, completely inclosed, which can be quickly and easily changed to an open roadster, and, following the example set at the Chicago show, there will be shown electric lighting generators and self-starters which can be added to cars now in use.

TRADE CONDITIONS MOST SATISFACTORY

N. H. Bertram Predicts Big Business as Result of Intermountain Automobile Show.

"Trade conditions are more satisfactory for the automobile and accessory dealer in the intermountain territory than any other part of the United States," says N. H. Bertram of the Bertram Motor Supply company.

"The automobile dealer and owner has come to look upon the annual automobile show held in Salt Lake City as a necessity and a place where can be found the latest in automobiles and accessories, and as a place where he can gather many valuable ideas. The dealers in Utah, Idaho and parts of Montana, Wyoming and Nevada attend this show, where contracts are closed for the ensuing season. The different out-of-town dealers also place their orders for spring stock of accessories. The automobile show, therefore, marks the commencement of the automobile season for the intermountain country."

"The automobile owner of this territory demands and is willing to pay for high-grade accessories. The automobile accessory business is as substantially necessary to the public as is clothing or hardware."

"Salt Lake City will this year sell more automobiles and a larger volume of tires and accessories than in any year previous. 'Every automobile owner is inherently a good roads booster, which, of course, helps to build up his community and adds prosperity to the section of the country where he resides.'"

Novel Bowling Tournament.

Teams representing the office and factory divisions of the Studebaker plants at South Bend and Detroit are engaging in a spirited tournament on the bowling alleys. In addition to the Erskine cup, offered as the prize to the winning team, the highest average men will be granted leave of absence and their expenses paid to contest at the national bowling congress at Buffalo.

MOTOR VEHICLES IN AGE OF ELECTRICITY

Utah Light and Railway Company Is Furnishing Service in Field.

Modern progress is not slow to show due appreciation of those that have shown faithful and extensive service in caring for the world's commerce; and surely the horse just at this time is not suffering from neglect. About a year ago Denver showed what it thought of this animal of the centuries by having a work horse parade that was one of the grandest spectacles seen in some time. Denver literally teemed with sentimentality because most people realized that this parade marked the passing of the horse for Denver, and in fact for nearly every city of any size in the country.

The horseless age is here, and it needed little imagination to look ahead a decade and visualize another parade with only electric trucks and pleasure cars.

In the parade there were about 700 vehicles and about 1000 horses. It would be difficult to estimate the investment represented in this one parade; certainly it must have run into six or seven figures. It is not rash to state that in the next ten years this investment will be replaced with some kind of motor transportation, and it is a good bet that most of it will be electric from the progress the electric vehicle is making in Denver, Chicago, Los Angeles and other large cities at the present time.

With electricity the most convenient and adaptable form of power we have, it is not difficult to see why manufacturers of motor vehicles have tried to apply its use to their product, and why they have been so successful in their work. It has required years of experimental and development work, until today with the recent improvement in storage battery equipment, the electric is a most formidable competitor of all other kinds of power vehicles for city transportation. Its superiority over horse equipment has all been demonstrated, but it now appears that its economy will result in placing it in the front ranks in the horseless vehicle class. Merchants are beginning to recognize that the electric is not only a reliable vehicle for transportation, but one to be given the fullest consideration and attention.

This western country with its hundreds of thousands of horsepower of electric energy available from its water power, and consequent abundance as well as cheap electric power, offers many inducements to the merchant, the manufacturer, and many others whose business requires extensive as well as reliable and clean local transportation facilities.

Salt Lake City is especially well situated for the economical use of power, commercial trucks, and delivery service. The long blocks and large area covered by the city place most exacting requirements on the delivery service which merchant and manufacturer alike render to the public. Especially is this true of the retail delivery service, where the use of horses means their frequent replacement at heavy cost, and the slower delivery of merchandise.

Special rates for battery charging purposes are offered by the Utah Light and Railway company which make the cost for operating trucks, delivery wagons, and pleasure vehicles very slight.

CALL BROTHERS TAKE GARAGE BUSINESS

Call Brothers have purchased the interest of H. S. Harpster in the Harpster-Baldwin-Call company and will operate the garage at Eighth South and State streets. L. Call will be the manager of the new establishment, which will be modern in equipment and facilities.

The special feature of the concern's business will be the selling of used machines and the rebuilding of pleasure cars into commercial delivery trucks.

FIRESTONE OFFICIAL TO VISIT SALT LAKE

R. J. Firestone, sales manager, and one of the founders of the Firestone Tire & Rubber company, Akron, Ohio, is due in Salt Lake today. Mr. Firestone is en route on a long western trip. He has visited Dallas, Tucson, Los Angeles, San Francisco, Portland, Seattle and twenty or more other cities where the Firestone company is represented. While in the city Mr. Firestone will be the guest of M. L. Terhush, manager of the Firestone company at Salt Lake.

In the brief space of twelve or fourteen years the Firestone business has grown from the small original plant until today it is the largest business in the world devoted exclusively to the manufacture of tires and rims. New factory buildings were recently completed to enable the company to double their output for the coming season.

HUDSON Light Six

For \$1875—A Quality Six Below Same-Class Fours. Less Weight, Less Fuel Cost Than Fours.

The HUDSON Six-40 comes out this year to offer legions of motorists just what they have wanted—

A light-weight Six—2980 pounds.

An economical Six—

A high-grade Six under \$2000.

Howard E. Coffin, the great HUDSON engineer, has now solved all these problems. He has made a Six which underweighs any comparable Four. He has made a motor, with small bore and long stroke, which uses far less fuel than any equal-powered Four.

And the Hudson factory, through enormous output, is selling that Six below the price of any same-class Four.

A New-Type Car

This new-type motor follows the latest European practice. Its operative cost is far below what is possible in Fours.

The new-type body—an ideal streamline body—also follows Europe's vogue.

The gasoline tank is in the dash. The extra tires are carried ahead of the front door. It has the convenient new "One-Man" top. The curtains are quick-adjusting and attached. All hinges concealed, speedometer gear concealed. Disappearing tonneau seats. Dimming searchlights. Hand-buffed leather upholstery. The

Delco patent system of electric starting and lighting.

It is almost identical in design and equipment with the new HUDSON Six-54. And that is considered the handsomest car of the year.

Now Fours Must Go

This new Six-40 means that four-cylinder cars at any like price must go.

The Six is too smooth-running, too flexible, too free from vibration, too saving of tires to leave any question on this point.

And a Six depreciates, in this day of Sixes, very much less than a Four.

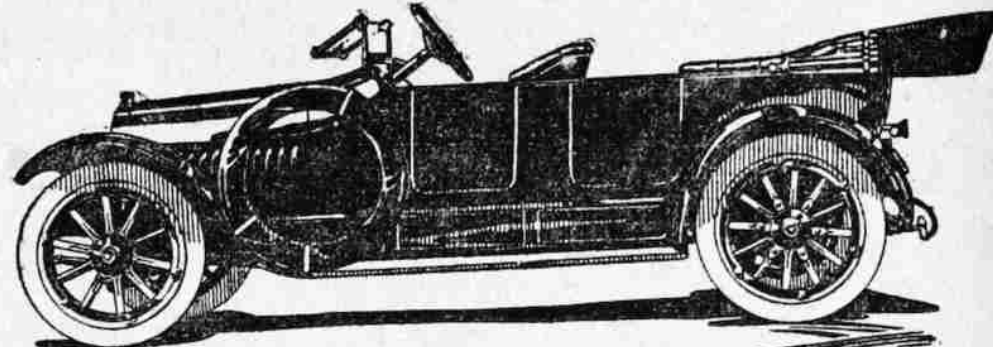
Now comes a Six of quality lighter, more economical lower in price than equal-class Fours. So not one reason now remains for clinging to a Four.

You'll be Interested

Come see this car. See the new-style body, the new-type engine, the many new attractions in design and equipment.

The HUDSON last year built more Sixes than any other factory in the world. But the demand for this new car—this light Six-40—breaking all HUDSON records. Men who are likely to want early delivery are urged to call at once.

54 of the 79 Automobile exhibitors at the 14th National Automobile Show held in New York Jan. 3 to 10 this year, displayed six-cylinder cars. Eighteen showed Sixes exclusively. That emphasizes the dominance of Sixes.



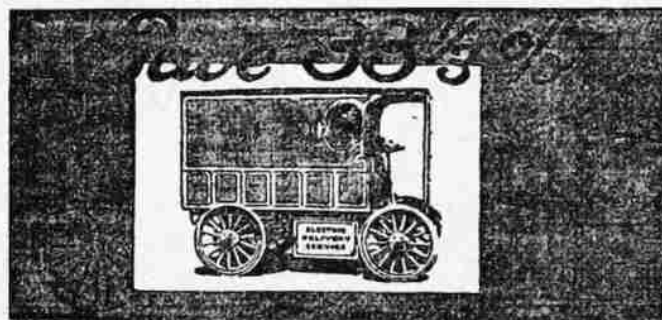
Also Roadster type. Also Cabriolet completely inclosed, quickly changeable to open Roadster.

Exchange 636. "Botterill Service" 36-42 State Street. Distributors Utah, Colorado, Idaho, Wyoming and Nevada.

The Tom Botterill Auto Co.

OUR CARS ON EXHIBIT AT THE AUTOMOBILE SHOW.

"Do It Electrically"



If You Could Reduce Your Delivery Cost One-Third---

Think what that would mean, Mr. Merchant—to eliminate one-third of the present expense of making deliveries. You know how costly an item your delivery service is—how it eats into your gross income. Why not use electric delivery service and reduce your operating expenses and improve your efficiency at the same time?

One electric delivery wagon does the work of THREE horse-drawn wagons—an average daily saving of 33 1/3 per cent. And you can depend on electrics to stand up under the strain during rush seasons when increased business puts heavy demands on your delivery service. That is something you cannot say of your horse delivery.

Electric Delivery Wagons are Far Superior for Your Purposes.

Electric delivery wagons are ideal for your kind of service, quick deliveries with many stops. No trouble starting—no delay. Any of your present drivers can quickly learn to operate an electric—no need to break in new men to learn your routes.

Lower cost of maintenance, highly satisfactory performance, long life, few repairs, decreased fire risk—these are some of the features

of electric delivery. Balance the many advantages of electric delivery service against the drawbacks of your present system, then decide whether electric delivery is not more suitable for you.

Our Commercial Department will gladly furnish you with additional interesting information about electric commercial vehicles. Phone today.

Public interest and private advantage both favor the electric.

Utah Light & Railway Company

"Electricity for Everything"



Meet us at the Auto Show and get better acquainted with the Ford, the Universal car. Get one, too. Four hundred thousand and more Ford owners are getting maximum service—at minimum cost. No matter for what purpose you want a car, you won't go wrong if you buy a Ford. Get one, too.

Five Hundred Seventy-Five is the price of the Ford Runabout. The Touring Car is Six Twenty-Five. All f. o. b. Salt Lake. Complete with equipment. Ask for catalogue and particulars.

ALKIRE-SMITH AUTO CO., 69-79 W. Fourth South.